

Discovery First Time Filmmaker



Date: December 2006

Mission

- Generate high level of media and public interest in Discovery Channel's 2006 First Time Filmmaker (FTFM) project.
- Recruit high quality entries from aspiring young Chinese filmmakers.
- Enhance Discovery Channel's leadership position in the documentary film-making industry and demonstrate its commitment to China.

Method

- Recruitment Phase: press release to announce competition; one-on-one interviews with previous FTFM winners; university campus promotions in Beijing, Shanghai and Chengdu China.
- Award ceremony and press conference to announce the winners.

Measurement

- Over 400 high entries were received by Discovery, the highest number ever in the four year history of the program.
- A total of 86 media reports over the recruitment phase and 128 reports following the award ceremony.
- Coverage in national mainstream media; included cover stories and full page features.



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